

ORDER



Orders Order / Rev: 1018918
 Alt Order #: 06815349
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1187
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 05/21/12 / 10/23/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
 Buying Contact: _____
 Billing Contact: Washington Harbor
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Oceguera for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
10/01/12	10/22/12	34	\$29,065.00	\$24,705.25	Month	# Spots	Gross Amount	Net Amount	Rating
					October 2012	34	\$29,065.00	\$24,705.25	0.00
					Totals	34	\$29,065.00	\$24,705.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$29,065.00
Market	100%	\$145,325.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$37,784.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,518.25
KTUD	1%	\$1,453.25
KVVU	22%	\$31,971.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,532.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a	WakeUp w/Wagners	5-6a	M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/16/12	10/22/12	MTWTF--	4	\$450.00	0.00

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Estimate: 1187

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F	5-6a	WakeUp w/Wagner	5-6a	M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
WAKE UP WITH THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12	MTWTF--			4	\$450.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KSNV	10/16/12-10/22/12	M-F 5-6a	WakeUp w/Wagner	5-6a				MTWThF----	:30	(\$450.00)	0.00	NM			
		See MG 1.5,1.6,1.7														
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
3	KSNV	10/16/12-10/22/12	M-F 5-6a	WakeUp w/Wagner	5-6a				MTWThF----	:30	(\$450.00)	0.00	NM			
		See MG 1.5,1.6,1.7														
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
4	KSNV	10/16/12-10/22/12	M-F 5-6a	WakeUp w/Wagner	5-6a				MTWThF----	:30	(\$450.00)	0.00	NM			
		See MG 1.5,1.6,1.7														
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
5	KSNV	10/17/12-10/22/12	M-F 5-6a	WakeUp w/Wagner	5-6a				M-WThF----	:30	\$450.00	0.00	NM			
		⑩ MG for 1.3,1.2,1.4														
		[Revised rate to reinstate]														
6	KSNV	10/17/12-10/22/12	M-F 5-6a	WakeUp w/Wagner	5-6a				M-WThF----	:30	\$450.00	0.00	NM			
		⑩ MG for 1.3,1.2,1.4														
		[Revised rate to reinstate]														
7	KSNV	10/17/12-10/22/12	M-F 5-6a	WakeUp w/Wagner	5-6a				M-WThF----	:30	\$450.00	0.00	NM			
		⑩ MG for 1.3,1.2,1.4														
		[Revised rate to reinstate]														
E 2	KSNV	10/16/12	10/22/12	M-F	6-7a	WakeUp w/Wagner	6-7a	MTWTF--	:30	5	\$190.00	4	0.00	NM	1	\$190.00
WAKE UP WITH THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12	MTWTF--			1	\$190.00			0.00						
E 3	KSNV	10/16/12	10/22/12	Today Show		CM	658a-9am	MTWTF--	:30	5	\$300.00	3	0.00	NM	1	\$300.00
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12	MTWTF--			1	\$300.00			0.00						
E 4	KSNV	10/20/12	10/20/12	Saturday Today		CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12	-----S-			1	\$625.00			0.00						
E 5	KSNV	10/21/12	10/21/12	Sunday Today		CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY ON SUNDAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12	-----S			1	\$750.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
1	KSNV	10/15/12-10/21/12	Sunday Today			7a-8am										
		See MG 5.2														
		[Below LUR]														
2	KSNV	10/21/12-10/21/12	Sunday Today			7a-8am										
		⑩ MG for 5.1 10/21														
		[Revised rate to reinstate]														
E 11	KSNV	10/16/12	10/22/12	The Doctors		CM	2pm-3pm	MTWTF--	:30	1	\$100.00	4	0.00	NM	1	\$100.00
THE DOCTORS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12	MTWTF--			1	\$100.00			0.00						
E 12	KSNV	10/16/12	10/22/12	Dr. Phil		CM	3-4p	MTWTF--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12	MTWTF--			1	\$200.00			0.00						

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Advertiser:	Ocegueda for Congress
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Estimate:	1187

KSJV

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 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1187

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12		M-WTF--		4	\$1,300.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm				M-WThF----	:30	(\$1,300.00)	0.00	NM	
		See MG 17.5,17.6,17.7													
		[Below LUR-LUR is \$260]													
2	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30	(\$1,300.00)	0.00	NM	
		See MG 17.5,17.6,17.7													
		[Below LUR-LUR is \$260]													
3	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30	(\$1,300.00)	0.00	NM	
		See MG 17.5,17.6,17.7													
		[Below LUR-LUR is \$260]													
5	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30	\$1,300.00	0.00	NM	
		MG for 17.1,17.3,17.2													
		[Revised rate to reinstate]													
6	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30	\$1,300.00	0.00	NM	
		MG for 17.1,17.3,17.2													
		[Revised rate to reinstate]													
7	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30	(\$1,300.00)	0.00	NM	
		See MG 17.8													
		[pgm cgh = wheel in prime due to debate]													
8	KSNV	10/22/12-10/22/12	Wheel of Fortune in PRIME		M-SA 8-11p / SUN					M-----	:30	\$1,300.00	0.00	NM	
		MG for 17.7 10/22													
		[INV CODE]													
E 18	KSNV	10/20/12	10/20/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12		-----S-		1	\$525.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	10/15/12-10/21/12	Wknd Jeopardy			630-7pm				-----Sa--	:30	(\$525.00)	0.00	NM	
		See MG 18.2													
		[Below LUR-LUR is \$175]													
2	KSNV	10/20/12-10/20/12	Wknd Jeopardy			630-7pm				-----Sa--	:30	\$525.00	0.00	NM	
		MG for 18.1 10/20													
		[Revised rate to reinstate]													
E 19	KSNV	10/20/12	10/20/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12		-----S-		1	\$525.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	10/15/12-10/21/12	Wknd Wheel of Fortune			7-730pm				-----Sa--	:30	(\$525.00)	0.00	NM	
		See MG 19.2													
		[Below LUR-LUR is \$175]													
2	KSNV	10/20/12-10/20/12	Wknd Wheel of Fortune			7-730pm				-----Sa--	:30	\$525.00	0.00	NM	
		MG for 19.1 10/20													
		[Revised rate to reinstate]													
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12		---T---		1	\$3,200.00		0.00						

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KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$3,200.001	0.00	NM		1	\$3,200.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	---T---		1	\$3,200.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12		Thurs PR 9-10p		9-10pm				---Th----	:30	(\$3,200.00)	0.00	NM	
				See MG 22.2											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
2	KSNV	10/18/12-10/18/12		T Thurs PR 9-10p		9-10pm				---Th----	:30	\$3,200.00	0.00	NM	
				Ⓜ MG for 22.1 10/18											
				[Revised rate to reinstate]											
E 23	KSNV	10/20/12	10/20/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$1,300.001	0.00	NM		1	\$1,300.00
LAW & ORDER: SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S-		1	\$1,300.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12		Sat PR 10-11p		10-11pm				-----Sa--	:30	(\$1,300.00)	0.00	NM	
				See MG 23.2											
				[Below LUR]											
2	KSNV	10/20/12-10/20/12		Sat PR 10-11p		10-11pm				-----Sa--	:30	\$1,300.00	0.00	NM	
				Ⓜ MG for 23.1 10/20											
				[Revised rate to reinstate]											
E 24	KSNV	10/21/12	10/21/12	Sun PR 10-11p Sunday Prim 10-11pm	CM	10-11pm	-----S	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
LAW & ORDER AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		1	\$1,200.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12		Sun PR 10-11p		10-11pm				-----Su	:30	(\$1,200.00)	0.00	NM	
				See MG 24.2											
				[Below LUR]											
2	KSNV	10/21/12-10/21/12		Sun PR 10-11p		10-11pm				-----Su	:30	\$1,200.00	0.00	NM	
				Ⓜ MG for 24.1 10/21											
				[Revised rate to reinstate]											
E 25	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,200.001	0.00	NM		4	\$4,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/16/12	10/22/12	MTWTF--		4	\$1,200.00	0.00							
E 27	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$400.003	0.00	NM		1	\$400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		1	\$400.00	0.00							
E 29	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$400.004	0.00	NM		1	\$400.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S-		1	\$400.00	0.00							
E 30	KSNV	10/21/12	10/21/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.004	0.00	NM		1	\$4,000.00
SUN NT FB: PIT @ CIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		1	\$4,000.00	0.00							
N 31	KSNV	10/18/12	10/22/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	M--TF--	:30	1	\$900.001	0.00	NM		1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/16/12	10/22/12	M--TF--		1	\$900.00	0.00							

Totals

34

\$29,065.00